

Amendments to the Claims:

Please cancel claim 48, and please amend claims 34-38 and 40-47 as follows:

1. (Original) A computer system for processing a paper product, comprising:
 - a product order tracker configured to receive a paper product order from a paper purchaser to purchase a paper product that is produced by a paper manufacturer, the paper product including a roll of paper or a plurality of unbound, stacked paper sheets;
 - a promotions order tracker configured to receive a promotional material order from a third-party advertiser to place promotional material on an enclosure for the paper product or in an enclosure for the paper product; and
 - a paper product tracker configured to provide instructions for creating an enclosure for the paper product, the enclosure having or enclosing the promotional material of the received promotional material order, the paper product tracker further being configured to provide instructions to enclose the paper product of the received order with the created enclosure, wherein the paper manufacturer, the paper purchaser, and the third-party advertiser are different entities and the third-party advertiser pays to have the promotional material placed on or enclosed by the enclosure of the paper product.
2. (Original) The computer system of claim 1, further comprising a remuneration tracker configured to track remuneration paid by the third-party advertiser for the promotional material.
3. (Original) The computer system of claim 1, further comprising an artwork tracker configured to provide instructions for creating a fixed medium that includes the promotional material.
4. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to coordinate enclosing the paper product with a particular

enclosure based on the content of the promotional material, the identity of the paper purchaser, and/or a location to which the paper product is to be delivered.

5. (Original) The computer system of claim 1 wherein the promotional material order is a first promotional material order for first promotional material and the third-party advertiser is a first third-party advertiser, and wherein the promotions order tracker is configured to receive a second promotional material order from a second third-party advertiser to place second promotional material on the enclosure.

6. (Original) The computer system of claim 1 wherein the product order tracker is configured to receive a paper product order for unbound, stacked sheets of paper and/or a roll of paper.

7. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for an advertisement placed on a wrapper configured to enclose unbound stacked sheets of paper.

8. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for an advertisement placed on a wrapper configured to enclose a roll of paper.

9. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for an advertisement placed on a box configured to enclose the paper product.

10. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for a coupon placed on or enclosed by the enclosure.

11. (Original) A method in a computer system for preparing a paper product, the method comprising:

receiving a paper product order from a paper purchaser to purchase a paper product that is produced by a paper manufacturer;

receiving a promotions order from a third-party advertiser to place promotional material on or in an enclosure of a paper product;

providing instructions to create an enclosure for the paper product, the enclosure having or enclosing the promotional material of the received promotions order, and providing instructions to enclose the paper product of the received order with the created enclosure; and

providing instructions to deliver the paper product enclosed with the created enclosure to a delivery location, wherein the paper manufacturer, the paper purchaser, and the third-party advertiser are different entities and the third-party advertiser pays to have the promotional material placed on or enclosed by the enclosure of the paper product.

12. (Original) The method of claim 11 wherein receiving a paper product order includes receiving the order from an intermediate party, with the intermediate party receiving the order from the paper purchaser.

13. (Original) The method of claim 11 wherein receiving a promotions order includes receiving the order from an intermediate party, with the intermediate party receiving the order from the third-party advertiser.

14. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the third-party advertiser for the promotional material.

15. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the third-party advertiser to an intermediate party for the promotional material.

16. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the paper purchaser for the paper product.

17. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the paper purchaser to an intermediate party for the paper product.

18. (Original) A computer system for tracking a transaction among a paper manufacturer, a paper purchaser, and a third-party advertiser, the computer system comprising:

a paper order, tracker configured to track an order from the paper purchaser for purchase of a plurality of unbound, stacked paper sheets produced by the paper manufacturer;

an advertisement order tracker configured to track an order from the third-party advertiser for an advertisement placed on a wrapper configured to at least partially enclose and protect the plurality of unbound, stacked paper sheets;

a first remuneration tracker configured to track payment of a first remuneration from the paper purchaser for purchase of the paper; and

a second remuneration tracker configured to track payment of a second remuneration from the third-party advertiser for the advertisement.

19. (Original) The computer system of claim 18 wherein the advertisement order tracker is configured to instruct an intermediate party to place the advertisement on the wrapper.

20. (Original) The computer system of claim 18 wherein the first remuneration tracker is configured to track the receipt of the first remuneration from the paper purchaser for purchase of the paper.

21. (Original) The computer system of claim 18 wherein the second remuneration tracker is configured to track receipt of the second remuneration from the third-party advertiser for the advertisement.

22. (Original) A computer system for tracking a transaction among a paper product manufacturer, a paper product purchaser, and a third-party advertiser, the computer system comprising:

an order tracker capable of tracking an order from the third-party advertiser for promotional material placed on or enclosed by an enclosure configured to at least partially enclose and protect a paper product, the paper product including a plurality of unbound, stacked paper sheets produced by the paper product manufacturer or a roll of paper produced by the paper product manufacturer, the enclosure including a wrap or a carton configured to at least partially surround the paper product; and

a remuneration tracker capable of tracking remuneration paid by the third-party advertiser for the promotional material and updating a database to indicate receipt of the remuneration.

23. (Original) The computer system of claim 22 wherein the remuneration tracker is configured to track remuneration received from the third-party advertiser for the promotional material.

24. (Original) The computer system of claim 22 wherein the order tracker is configured to track an order for an advertisement placed on an external surface of a wrapper configured to enclose a ream of paper.

25. (Original) The computer system of claim 22 wherein the order tracker is configured to track an order for a coupon disposed on or in the enclosure.

26. (Original) A computer-readable medium, the contents of which perform a method for tracking a transaction among a paper product manufacturer, a paper product purchaser, and a third-party advertiser, the method comprising:

receiving an indication of an order from the third-party advertiser for promotional material placed on or enclosed by an enclosure configured to at least partially enclose and protect a paper product, the paper product including a plurality of unbound, stacked paper sheets produced by the paper product manufacturer, or a

roll of paper produced by the paper product manufacturer, the enclosure including a wrap or a carton configured to at least partially surround the paper product;

updating a database to indicate receipt of the order;

receiving an indication that remuneration has been paid by the third-party advertiser for the promotional material; and

updating the database to indicate payment of the remuneration.

27. (Original) The computer-readable medium of claim 26 wherein the method further comprises:

receiving an indication that remuneration has been received from the third-party advertiser for the promotional material; and

updating the database to indicate receipt of the remuneration.

28. (Original) The computer-readable medium of claim 26 wherein receiving an indication of an order includes receiving an indication of an order for an advertisement disposed on an external surface of a ream wrapper.

29. (Original) The computer-readable medium of claim 26 wherein the method further comprises providing instructions to create an enclosure for the paper product, the enclosure having or enclosing the promotional material of the received promotions order, and providing instructions to enclose the paper product of the received order with the created enclosure.

30. (Original) The computer-readable medium of claim 26 wherein the method further comprises providing instructions to deliver the paper product enclosed with the created enclosure to a delivery location.

31. (Original) A method for selling paper products over a computer network, comprising:

receiving an order for a paper product from a purchaser over a computer network, the paper product including unbound stacked sheets of paper or a roll of paper; and

filling the order with a paper product manufactured by a paper product manufacturer, the paper product being at least partially enclosed by a protective enclosure, the enclosure having or enclosing promotional material configured to identify and/or promote goods and/or services of a third party different from the manufacturer and different from the purchaser, wherein an identity of the purchaser is withheld from the paper product manufacturer and an identity of the paper product manufacturer is withheld from the purchaser.

32. (Original) The method of claim 31 wherein filling the order includes providing a ream of paper wrapped with a ream wrap having an advertisement promoting goods and/or services of the third party.

33. (Original) The method of claim 31 wherein filling the order includes providing a coupon disposed on or in the enclosure.

34. (Currently Amended) A method for providing paper products with promotional materials, comprising:

receiving an order from a purchaser for a paper product, the paper product including unbound stacked sheets of paper or a roll of paper;

manufacturing the paper product;

~~providing instructions for disposing~~ printing promotional material on or in an enclosure configured to at least partially enclose and protect the paper product, the promotional material being requested by a third-party advertiser different than the purchaser; and

~~providing instructions for disposing~~ placing the paper product within the enclosure;

~~providing instructions for disbursing a first remuneration from the purchaser; and~~

~~providing instructions for disbursing a second remuneration from the third-party advertiser for the promotional material.~~

35. (Currently Amended) The method of claim 34, further comprising receiving ~~the first~~ a remuneration from the purchaser.

36. (Currently Amended) The method of claim 34, further comprising receiving ~~the second~~ a remuneration from the third-party advertiser.

37. (Currently Amended) The method of claim 34, further comprising ~~disposing~~ printing the promotional material on the enclosure before ~~disposing~~ placing the paper product within the enclosure.

38. (Currently Amended) The method of claim 34, further comprising ~~disposing~~ printing the promotional material on the enclosure after ~~disposing~~ placing the paper product within the enclosure.

39. (Original) The method of claim 34, further comprising receiving an order from the third-party advertiser for the promotional material.

40. (Currently Amended) The method of claim 34 wherein ~~providing instructions for disposing~~ printing promotional material ~~includes providing instructions for~~ comprises printing an advertisement on an external surface of the enclosure.

41. (Currently Amended) The method of claim 34 wherein ~~providing instructions for disposing~~ printing promotional material ~~includes providing instructions for~~ providing comprises printing coupons configured to be disposed within the enclosure.

42. (Currently Amended) The method of claim 34 wherein ~~providing instructions for disposing~~ printing promotional material on or in an enclosure ~~includes~~

~~providing instructions for disposing~~ comprises printing promotional material on a ream wrap configured to enclose a ream of paper.

43. (Currently Amended) The method of claim 34 wherein ~~providing instructions for disposing~~ printing promotional material on or in an enclosure ~~includes providing instructions for disposing~~ comprises printing promotional material on a roll wrap configured to enclose a roll of paper.

44. (Currently Amended) The method of claim 34 wherein ~~providing instructions for disposing~~ printing promotional material on or in an enclosure ~~includes providing instructions for disposing~~ comprises printing promotional material on a skid wrap configured to enclose a stack of unbound paper on a skid.

45. (Currently Amended) The method of claim 34 wherein ~~providing instructions for disposing~~ printing promotional material on or in an enclosure ~~includes providing instructions for disposing~~ comprises printing promotional material on a carton configured to contain the paper product.

46. (Currently Amended) The method of claim 34, wherein ~~providing instructions for~~ further comprising disbursing a ~~first~~ remuneration from the purchaser ~~includes directing the first remuneration to be paid to an intermediate party.~~

47. (Currently Amended) The method of claim 34, wherein ~~providing instructions for~~ further comprising disbursing a ~~second~~ remuneration from the third-party advertiser for the promotional material ~~includes directing the second remuneration to be paid to an intermediate party.~~

48. (Cancelled)

49. (Original) A method for providing paper products with promotional materials, comprising:

receiving an order from a purchaser for a ream of paper;

receiving an order from a third-party advertiser for an advertisement placed on a wrapper configured to at least partially enclose and protect the ream of paper;

manufacturing the ream of paper;

wrapping the ream of paper with the wrapper, the wrapper having the advertisement and at least partially enclosing and protecting the ream of paper;

receiving a first remuneration from the purchaser for the ream of paper;

and

receiving a second remuneration from the third-party advertiser for the advertisement on the wrapper.

50. (Original) The method of claim 49, further comprising instructing an intermediate party to place the advertisement on the wrapper.

51. (Original) The method of claim 49, further comprising selecting the wrapper for the ream based on the content of the advertisement, the identity of the purchaser, and/or a location to which the ream is to be delivered.

52. (Original) A package of paper products, comprising:

a plurality of stacked, unbound paper sheets produced by a paper sheet manufacturer and purchased by a paper purchaser;

a wrapper disposed around the plurality of paper sheets, the wrapper being positioned to at least partially enclose and protect the plurality of paper sheets;

and

promotional material disposed on the wrapper, the promotional material having a content configured to identify and/or promote goods and/or services of a third-party advertiser different from the manufacturer and different from the paper purchaser.

53. (Original) The package of claim 52 wherein the promotional material includes an advertisement.

54. (Original) The package of claim 52 wherein the third-party advertiser is a first third-party advertiser and the promotional material includes a first advertisement configured to identify and/or promote goods and/or services of the first third-party advertiser, and wherein the promotional material further includes a second advertisement configured to identify and/or promote goods and/or services of a second third-party advertiser.

55. (Original) The package of claim 52 wherein the promotional material includes a coupon.

56. (Original) The package of claim 52 wherein the plurality of stacked, unbound paper sheets includes a ream of paper.

57. (Original) A packaged roll of paper, comprising:

an elongated sheet of paper rolled upon itself to form a paper roll, the elongated sheet of paper being produced by a paper sheet manufacturer and purchased by a paper purchaser;

a wrapper disposed around the paper roll, the wrapper being positioned to at least partially enclose and protect the paper roll; and

promotional material disposed on the wrapper, the promotional material having a content configured to identify and/or promote goods and/or services of a third-party advertiser different from the manufacturer and different from the paper purchaser.

58. (Original) The packaged roll of claim 57 wherein the promotional material includes an advertisement.

59. (Original) The packaged roll of claim 57 wherein the third-party advertiser is a first third-party advertiser and the promotional material includes a first

advertisement configured to identify and/or promote goods and/or services of the first third-party advertiser, and wherein the promotional material further includes a second advertisement configured to identify and/or promote goods and/or services of a second third-party advertiser.

60. (Original) The packaged roll of claim 57 wherein the promotional material includes a coupon.

61. (Original) A package of paper products, comprising:
a plurality of unbound paper sheets produced by a paper sheet manufacturer and purchased by a paper purchaser;
a carton in which the plurality of paper sheets is positioned, the carton at least partially enclosing and protecting the paper sheets; and
promotional material disposed on the carton, the promotional material having a content configured to identify and/or promote goods and/or services of a third-party advertiser different from the paper sheet manufacturer and the paper purchaser.

62. (Original) The package of claim 61 wherein the promotional material includes an advertisement.

63. (Original) The package of claim 61 wherein the third-party advertiser is a first third-party advertiser and the promotional material includes a first advertisement configured to identify and/or promote goods and/or services of the first third-party advertiser, and wherein the promotional material further includes a second advertisement configured to identify and/or promote goods and/or services of a second third-party advertiser.

64. (Original) The package of claim 61 wherein the promotional material includes a coupon.